SECTION I: AMENDMENTS TO THE CLAIMS

Please amend claims 1, 7, 17, 18, and 23, and add new claim 24, as set forth in the following complete listing of the claims of the application.

1.(Currently Amended) A computerized method performed by a data processor for recommending one or more available items to a target user, comprising the steps of:

obtaining a history of selecting one or more available items by at least one third party;

partitioning a third party selection history into a plurality of clusters, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

modifying a target user's history of selecting said one or more available items with one or more third party clusters to produce a modified target user's history;

processing the modified target user's history to generate a target user profile, wherein the modified target user's history characterizes preferences of the target user as modified to reflect preferences of the third party;

generating a recommendation score for at least one of said available items based on said target user's profile; and

displaying the recommendation score to the target user on a set-top-terminal-compatible display or computer-compatible display;

wherein said partitioning of a third party selection history into a plurality of clusters, and said processing of the modified target user's history to generate a target user profile, are performed with a computerized data processor.

2. (Canceled)

3.(Currently Amended) The method of claim 1, wherein said obtaining step further comprises the step of receiving a user selection of one or more of said clusters of similar items.

4.(Original) The method of claim 1, wherein said one or more items are programs.

5.(Original) The method of claim 1, wherein said one or more items are content.

6.(Original) The method of claim 1, wherein said one or more items are products.

7.(Currently Amended) A computerized method performed by a <u>computerized</u> data processor for maintaining a user profile indicating preferences of a user, comprising the steps of:

  partitioning a third party selection history into a plurality of clusters by the <u>computerized</u> data processor, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster among the plurality of clusters;

  receiving a selection from said user of at least one of said clusters of similar items; and

  updating said user profile using said selected clusters by the <u>computerized</u> data processor;

  <u>storing the updated user profile in a memory;</u>

  wherein said step of updating said user profile further comprises the steps of updating a selection history of said user with items from said selected clusters and updating said user profile using said updated selection history.

8.(Original) The method of claim 7, wherein said user profile is associated with a program content recommender.

9.(Original) The method of claim 8, wherein said user profile indicates viewing preferences of said user.

10. (Canceled).

11.(Original) The method of claim 7, wherein said one or more items are programs.

12.(Original) The method of claim 7, wherein said one or more items are content.

13.(Original) The method of claim 7, wherein said one or more items are products.

14.(Previously presented) A system for recommending one or more available items, comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

(1) obtain a history of selecting one or more available items by at least one third party;

(2) partition a third party selection history into a plurality of clusters, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

(3) select one or more clusters from the third party selection history;

(4) modify a target user's history of selecting said one or more available items with said selected one or more clusters from the third party selection history to produce a modified target user's history;

(5) process the modified target user's history to generate a target user profile, wherein the modified target user's history characterizes preferences of the target user as modified to reflect preferences of the third party,

(6) generate a recommendation score for at least one of said available items based on said target user's profile; and

(7) display the recommendation score to the target user.

15.(Original) The system of claim 14, wherein said processor is further configured to partition said third party selection history into clusters containing similar items.

16.(Original) The system of claim 15, wherein said processor is further configured to receive a user selection of one or more of said clusters of similar items.

17.(Currently Amended) A system for recommending one or more available items, comprising:

    ~~means for~~ an obtaining <u>element adapted to obtain</u> a history of selecting one or more available items by at least one third party;

    ~~means for~~ <u>a</u> partitioning <u>element adapted to partition</u> the at least one third party selection history into a plurality of clusters, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters;

    ~~means for~~ <u>a</u> modifying <u>element adapted to modify</u> a target user's history of selecting said one or more available items with at least one cluster selected from the plurality of clusters comprising the third party selection history to produce a modified target user's history;

    ~~means for processing~~ a target user profile generating <u>element adapted to process</u> the modified user's history to generate a target user profile, wherein the modified target user's history characterizes preferences of the target user as modified to reflect preferences of the third party;

    ~~means for generating~~ a recommending <u>element adapted to generate</u> a recommendation score for at least one of said available items based on said target user's profile as modified by said third parties' history; and

    ~~means for displaying~~ a display <u>element adapted to display</u> the recommendation score to the target user.

18.(Currently Amended) A system for maintaining a user profile indicating preferences of a user, comprising:

    a memory for storing computer readable code; <u>and</u>

    a processor operatively coupled to said memory, said processor configured to:

        partition a third party selection history into a plurality of clusters, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

        receive a selection from said user of at least one of said clusters of similar items; and

update said user profile using said selected clusters by updating a
selection history of said user with items from said selected clusters and
updating said user profile using said updated selection history.

19.(Original) The system of claim 18, wherein said user profile is associated with a
program content recommender.

20.(Original) The system of claim 18, wherein said user profile indicates viewing
preferences of said user.

21. (Canceled)

22.(Previously Presented) An article of manufacture for recommending one or more
available items to a target user, comprising:
a computer readable medium having computer readable code means embodied thereon,
said computer readable program code means comprising:

1) a step to obtain a history of selecting one or more available items by at least
one third party;

2) a step to partition a third party selection history into a plurality of clusters,
wherein each cluster contains items that are closer to the mean of the cluster than any
other cluster from among the plurality of clusters,

3) a step to modify a target user's history of selecting said one or more available
items with one or more third party clusters to produce a modified target user's history;

4) a step to process the modified target user's history to generate a target user
profile, wherein the modified history characterizes preferences of the target user as
modified to reflect the preference of the third party;

5) a step to generate a recommendation score for at least one of said available
items based on said target user's profile as modified by said third party selection history.

23.(Currently amended) An article of manufacture for maintaining a user profile
indicating preferences of a user, the article comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

a step to partition a third party selection history into a plurality of clusters, wherein each cluster comprises a segment of tangible items that exhibit a characteristic similarity and, wherein each cluster contains items that are closer to the mean of the cluster than any other cluster from among the plurality of clusters,

a step to receive a selection from said user of at least one of said plurality of clusters of similar items;

a step to modify a target user's history of selecting said one or more available items with said selected third party clusters to produce a modified target user's history;

a step to process the modified target user's history to generate a target user profile, wherein the modified history characterizes preferences of the target user as modified to reflect preferences of the third party;

a step to generate a recommendation score for at least one of said available items based on said target user's profile as modified by said third party selection history.

24. (New) The system of claim 17, wherein at least one of the obtaining element, partitioning element, modifying element, target user profile generating element, and recommending element is embodied in a computerized processor.